



**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Enter by  
RCE on  
12/14/07  
K. Tran  
2007

Application No.: 09/736,456  
Filing Date: December 14, 2000  
Applicant: P. HUNT, et al.  
Group Art Unit: 2611  
Examiner: Hai Tran  
Title: Method and System of Real-Time Optimization and Implementation of Content and Advertising Programming Decisions for Broadcasts and Narrowcasts

Attorney Docket: 6550-000050

---

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action mailed October 5, 2006, please amend the application as follows and consider the remarks set forth below.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 15 of this paper.